

Figure 1

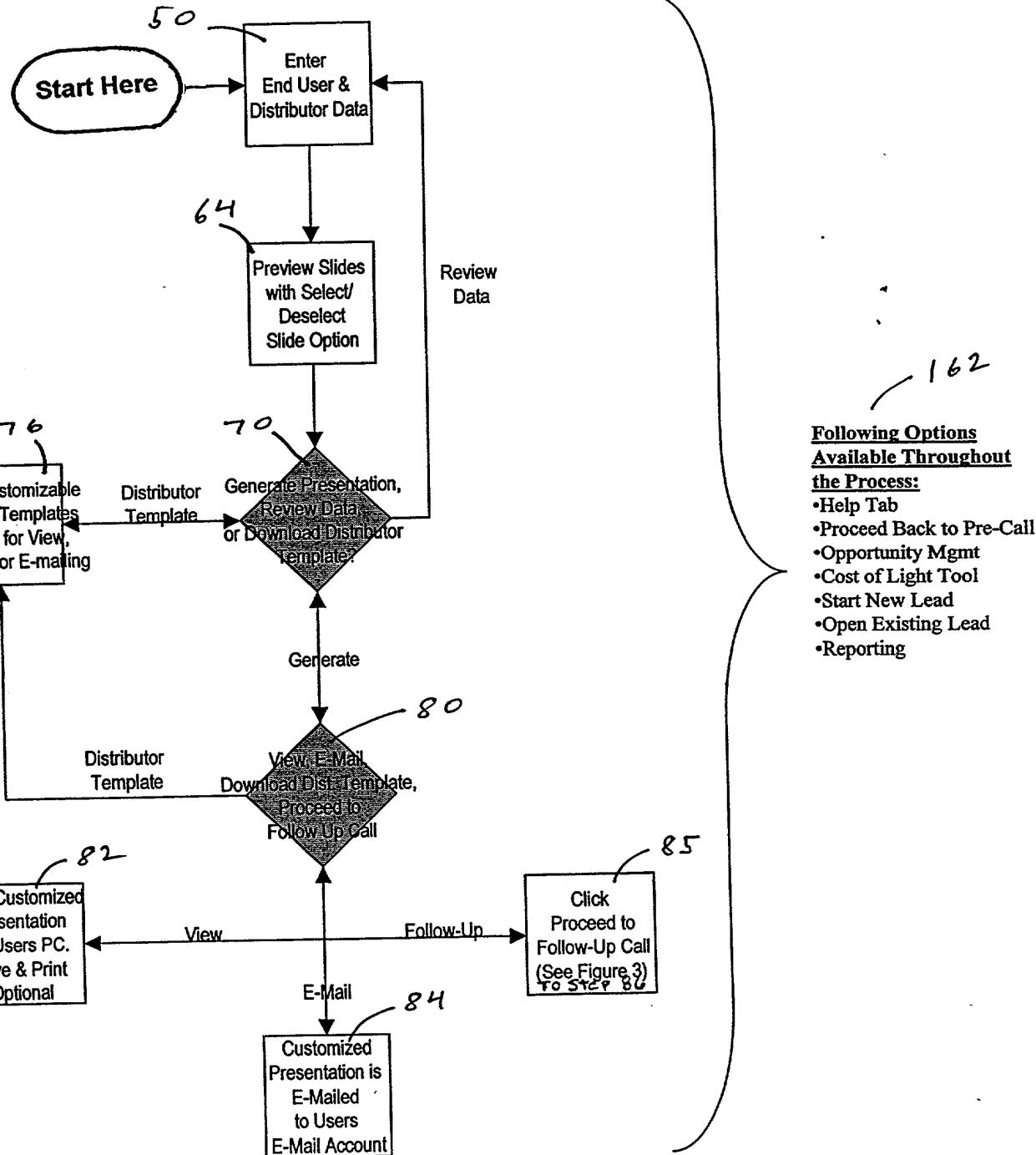


Figure 2

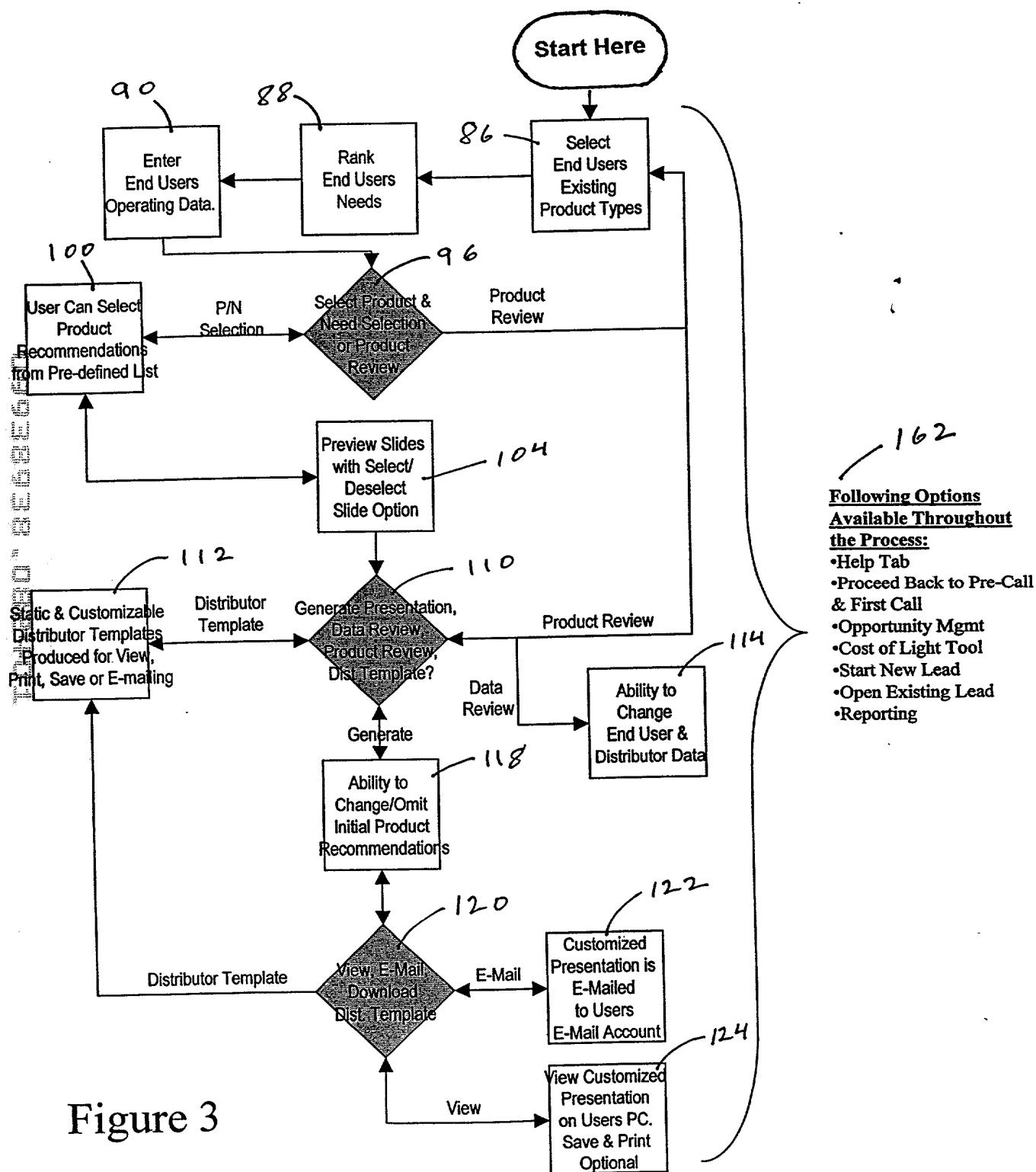


Figure 3

1/6

GE Lighting Sales Call Wizard PicCall - Microsoft Internet Explorer provided by GE Lighting

File Edit View Favorites Tools Help

Sales Call Wizard Opportunity Mgmt CLM Instructions

Open Existing Lead 2 3 Start New Lead 1 8 Reporting

Instructions
This screen allows you to create a New Lead within CLM. Select Segment and Distribution, using the dropdown boxes, then enter the End User Company Name and a brief overview of the opportunity in the Additional Lead Description section. When complete, click Submit to proceed to the next step in your selected application.

PROPERTY MGMT AND BUSINESS SVS

Segment: Not yet determined

Distributor: ABC Office Properties

End User Company Name: T12 Retrofit Opportunity

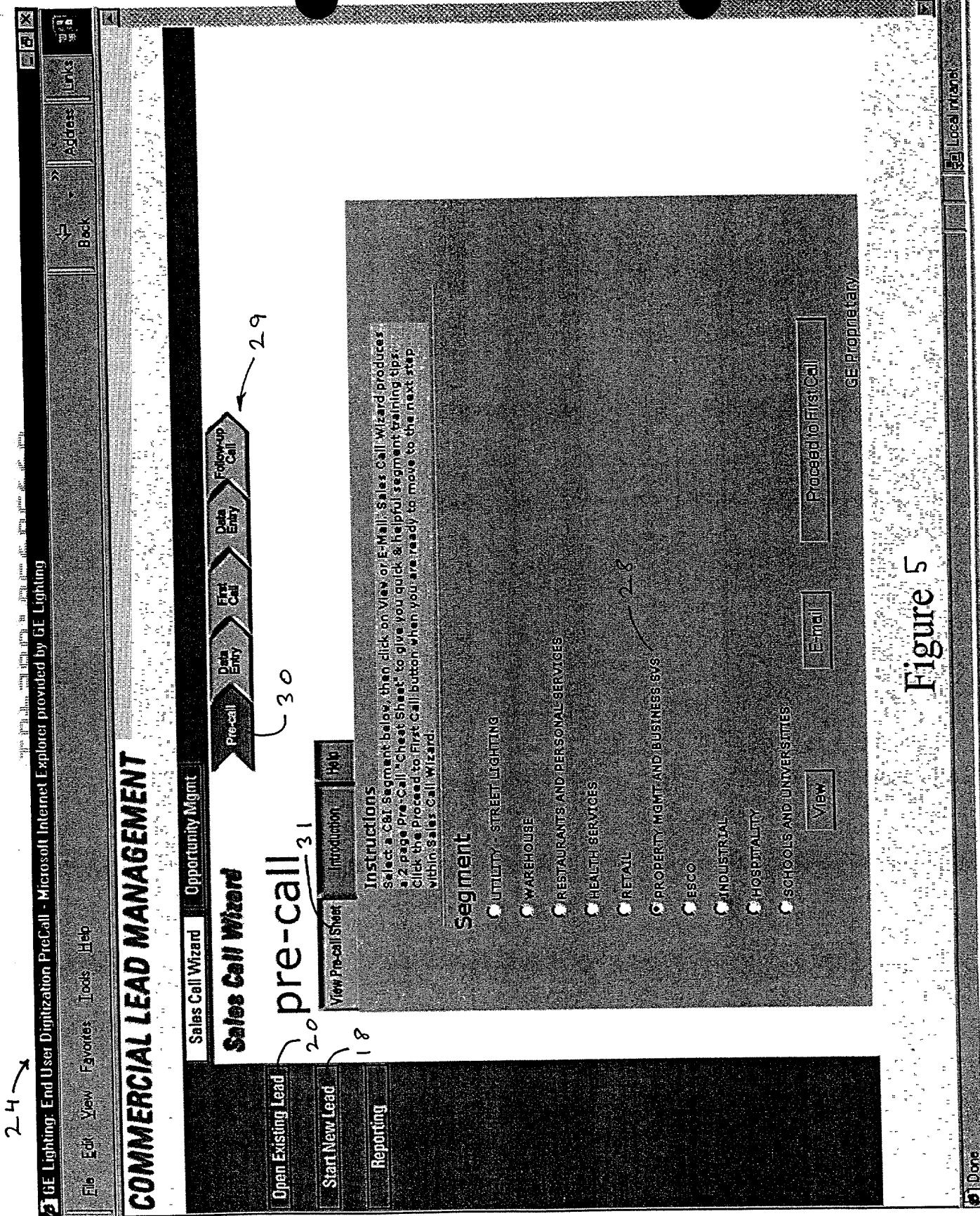
Additional Lead Description:
2-3

Submit Reset

GE Proprietary

COMMERCIAL LEAD MANAGEMENT

Figure 4





Selling to Property Management

What is important to Property Management customers...

- Tenant Satisfaction: Keeping tenants happy and satisfied in the office space. This is usually measured in quality of light and reduced 'burnouts'.
- Energy Optimization: Reducing energy costs and "shedding load" and low power factor solutions (critical for computer intensive tenants).
- Labor Productivity: Freeing time of building engineers from replacing lamps to managing other aspects of a building's systems.
- Safety / Security: In outdoor lighting, maintaining tenant safety and reducing liability through higher light output products and longer life products.
- Green Buildings and Environmental: Issues in reducing energy and environmental image to tenants and owners.

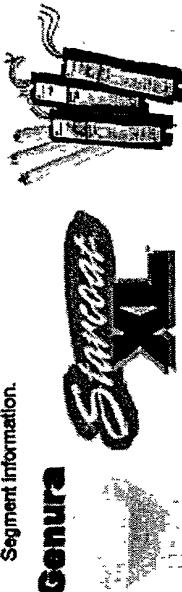
Property Management

Key products of interest...

- Starcoat XL- long life lamps help meet the needs of property managers with tenant satisfaction (fewer failures, fewer complaints) and labor productivity.
- HIRXL Ultra- long life halogen lamps help meet the needs of property managers with satisfaction (fewer failures, fewer complaints) and labor productivity. HIR tenant can also reduce energy costs.
- GE Lamp and Ballast Systems - many commercial office spaces have yet to convert to T8 lamps and ballasts. These systems meet the key need of reducing energy rates and shedding load.
- Genura- In many lobbies and common areas still utilize reflector incandescent technology. Genura is a great fit offering longer life and energy reduction.

How can I get help with this market...

- Visit us online at www.gelighting.com.
- Contact your local GE Representative for additional Market Segment information.
- **Building Chief Engineers** - selects suppliers and specifies products. May have Electrical Engineer reporting to him which handles lighting.
- **Property Manager** - concerned with leases and tenant contracts and tenant service; key sign off on retrofit projects and may choose suppliers.
- **Tenants** - some may purchase their own lamps and can specify brand preference to the Property Manager.



Halogen - HIRXL

Figure 6

Figure 7

End User Company		Additional Description		Segment		Segment		System Activity to Date	
				Sort by Segment		Segment		Sort by Segment	
				18270		18289		18294	
CO Inc	fdasfdas	test4/2health kdjl;idas	fdassfdas asfdas	ESCO	ESCO	HEALTH SERVICES	HEALTH SERVICES	EDIT	EDIT
Health Inc	dassdfdas	Test3/27 ;lk;sdikfdidas		HEALTH SERVICES	HEALTH SERVICES	18280	18288	17984	EDIT
test	Sample End User	Test 1 First Test in production for Sales Call	Tester End User	HOSPITALITY	HOSPITALITY	17957	17957	17984	ADD
Tester End User	fdsfdsfa	Test3/26 dsfadfas	Inc	INDUSTRIAL	INDUSTRIAL	18107	18282	18282	EDIT
fdasfas	Test3/27 lk;sdikfdidas	Test3/27 lk;sdikfdidas	dfasf	PROPERTY MGMT AND BUSINESS SVS	PROPERTY MGMT AND BUSINESS SVS	17951	17951	17951	ADD
dfsdafasd	Test3/27 lk;sdikfdidas	Test3/27 lk;sdikfdidas	dfsdafasd	PROPERTY MGMT AND BUSINESS SVS	PROPERTY MGMT AND BUSINESS SVS	17872	17872	17872	ADD
Equity Properties	Test3/27 lk;sdikfdidas	Test3/27 lk;sdikfdidas	Equity	PROPERTY MGMT AND BUSINESS SVS	PROPERTY MGMT AND BUSINESS SVS	18083	18083	18083	ADD
CO Inc	fdasfdas	test4/2health kdjl;idas	fdassfdas asfdas	ESCO	ESCO	HEALTH SERVICES	HEALTH SERVICES	18270	18270
Health Inc	dassdfdas	Test3/27 ;lk;sdikfdidas		HEALTH SERVICES	HEALTH SERVICES	18280	18288	17984	17984
test	Sample End User	Test 1 First Test in production for Sales Call	Tester End User	HOSPITALITY	HOSPITALITY	17957	17957	17984	17984
Tester End User	fdsfdsfa	Test3/26 dsfadfas	Inc	INDUSTRIAL	INDUSTRIAL	18107	18282	18282	18107
fdasfas	Test3/27 lk;sdikfdidas	Test3/27 lk;sdikfdidas	dfasf	PROPERTY MGMT AND BUSINESS SVS	PROPERTY MGMT AND BUSINESS SVS	17951	17951	17951	17951
dfsdafasd	Test3/27 lk;sdikfdidas	Test3/27 lk;sdikfdidas	dfsdafasd	PROPERTY MGMT AND BUSINESS SVS	PROPERTY MGMT AND BUSINESS SVS	17872	17872	17872	17872
Equity Properties	Test3/27 lk;sdikfdidas	Test3/27 lk;sdikfdidas	Equity	PROPERTY MGMT AND BUSINESS SVS	PROPERTY MGMT AND BUSINESS SVS	18083	18083	18083	18083

Figure 7

COMMERCIAL LEAD MANAGEMENT

File Edit View Favorites Tools Help

Sales Call Wizard Opportunity Mgmt

54 52 56 58

Sales Call Wizard

PreCall Data Entry Follow-Up Call

54 52 56 58

first-call

Enter Call Information Help

Instructions

Fill in the simple date entry fields below to create your customized First Call presentation. When you are satisfied with the data you have entered, click the Submit button to proceed.

* Indicates mandatory fields required to generate the First Call Cover Page.

54 52 56 58

End User Info

* Company ABC Office Products

Contact John Doe Title Engineer

E-mail xx@abc.com

* Date of 06/30/2001

1st Call

Presentation (MM/DD/YYYY)

54 52 56 58

Distributor Info

Company XYZ Electric

Contact Jane Doe Title Account Manager

E-mail yy@xyz.com

Reset

Submit

GE Proprietary

Open Existing Lead

Start New Lead

Reporting

54 52 56 58

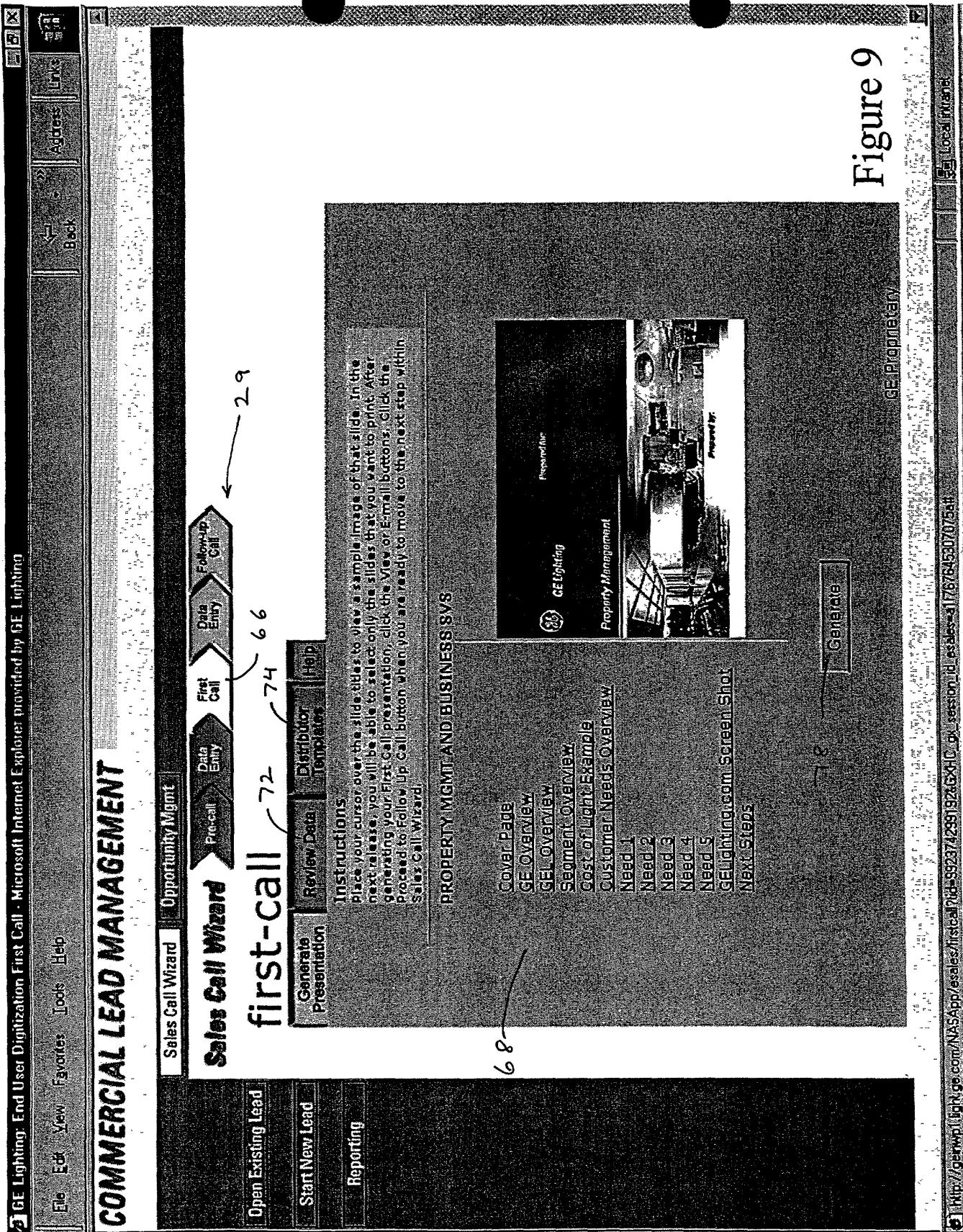
Figure 8

Done

09/938938
08/24/01

Barcode

Figure 9



COMMERCIAL LEAD MANAGEMENT

File Edit View Favorites Tools Help

Sales Call Wizard

Opportunity Mgmt

First Call Data Entry Followup Call

Pre-call Data Entry

Open Existing Lead

Start New Lead

Reporting

Generate Presentation

Instructions

Place your cursor over the slide tabs to view a sample image of that slide. In the next slide, you will be able to select only the slides that you want to print. After generating your First Call presentation, click the View or Email buttons to click the Proceed to Follow Up Call button when you are ready to move to the next step within the Sales Call Wizard.

firSt-Call

PROPERTY MGMT AND BUSINESS SVS

Cost of Light

GE Lighting

Where should I spend my money?

GE Overview

Segment Overview

Cost of Light Example

Customer Needs Overview

Need 1

Need 2

Need 3

Need 4

Need 5

GELighting.com Screen Shot

Next Steps

View Email Proceed to Follow Up Call

GE Proprietary

GE Lighting: End User Digitization First Call - Microsoft Internet Explorer provided by GE Lighting

Figure 10

GE Lighting: Sales Call Wizard Follow Up Call - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Sales Call Wizard Opportunity Mgmt

Pre-call Data Entry First Call Back

Product & Customer Needs Selections

Instructions

Select the appropriate existing products and rank all of the customer needs from 1 to 5 in order of importance. Input the annual hours of operation, energy rate, and date of your follow-up call. Click submit to enter your data for Research and all solutions.

92 follow-up-call

97

Please select the End User's existing products:

Rank the customer needs in order of importance:

1 Tenant Satisfaction
 2 Utility Optimization
 3 Labor / Productivity
 4 Safety & Security
 5 Environmental

94

Enter Calculation Data:

Annual Hours of Operation: 5000
 Energy Rate (\$/kWh): 1
 Date of Follow Up Presentation: 07/15/2001
 95

Done

Figure 11

COMMERCIAL LEAD MANAGEMENT

File Edit View Features Tools Help

Sales Call Wizard Opportunity Mgmt

Followup Call First Call Data Entry

Pre-call Followup Call

follow-up-call

Product & Needs Selection Product Rating

Instructions
This screen allows you to review the recommendations based on the end user's existing products and primary needs. If you need to change the recommendations, click on the button next to your new selection. Click on Submit to continue or Cancel to return to the prior screen.
Note: If you select the No Upsell or Do Not Include options, no upsell recommendations pages will be produced in your final presentation.

Primary Need

Current Product	Primary Recommendation	Secondary Recommendation	Third Recommendation	Fourth Recommendation	Fifth Recommendation
75PAR30 Halogen	<input checked="" type="radio"/> HALOGEN - HIR/XL	<input type="radio"/> HALOGEN - HIR/XL	<input type="radio"/> HALOGEN - T8	<input type="radio"/> HALOGEN - T8	<input type="radio"/> HALOGEN - T8
8' T8 Fluorescent	<input checked="" type="radio"/> STARCOAT XL T8	<input type="radio"/> STARCOAT T8	<input type="radio"/> STARCOAT T8	<input type="radio"/> STARCOAT T8	<input type="radio"/> STARCOAT T8
4' T8 Fluorescent	<input checked="" type="radio"/> STARCOAT XL T8 WATTMISER ECOLUX	<input type="radio"/> STARCOAT T8	<input type="radio"/> STARCOAT T8	<input type="radio"/> STARCOAT T8	<input type="radio"/> STARCOAT T8
8' T12 Fluorescent	<input checked="" type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL
4' T12 Fluorescent	<input checked="" type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL
MVR175/U	<input checked="" type="radio"/> No Upsell	<input type="radio"/> WATT-MISER	<input type="radio"/> No Upsell	<input type="radio"/> No Upsell	<input type="radio"/> No Upsell

Tenant Satisfaction

Submit Cancel

GE Proprietary

Figure 12

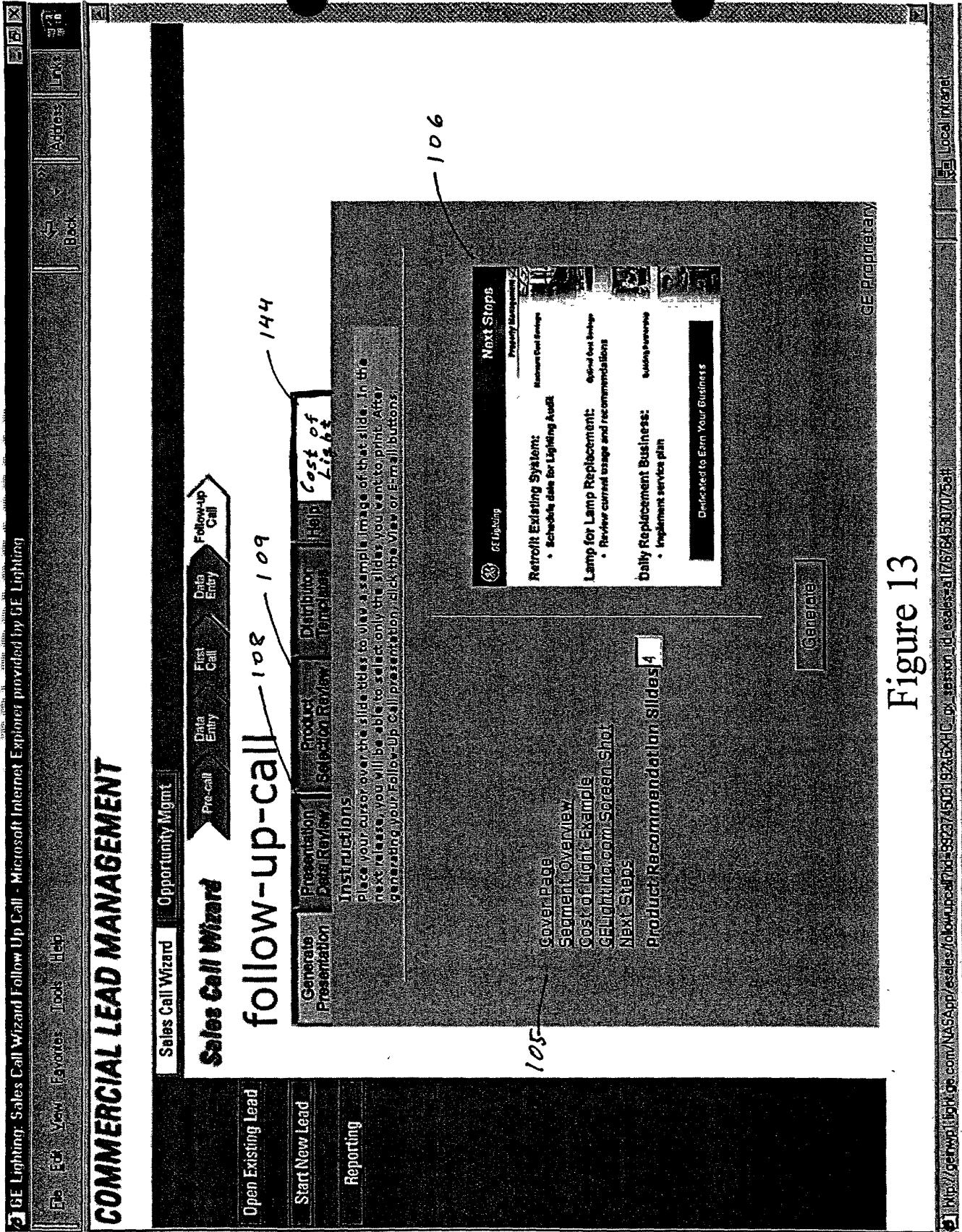


Figure 13



GE Lighting

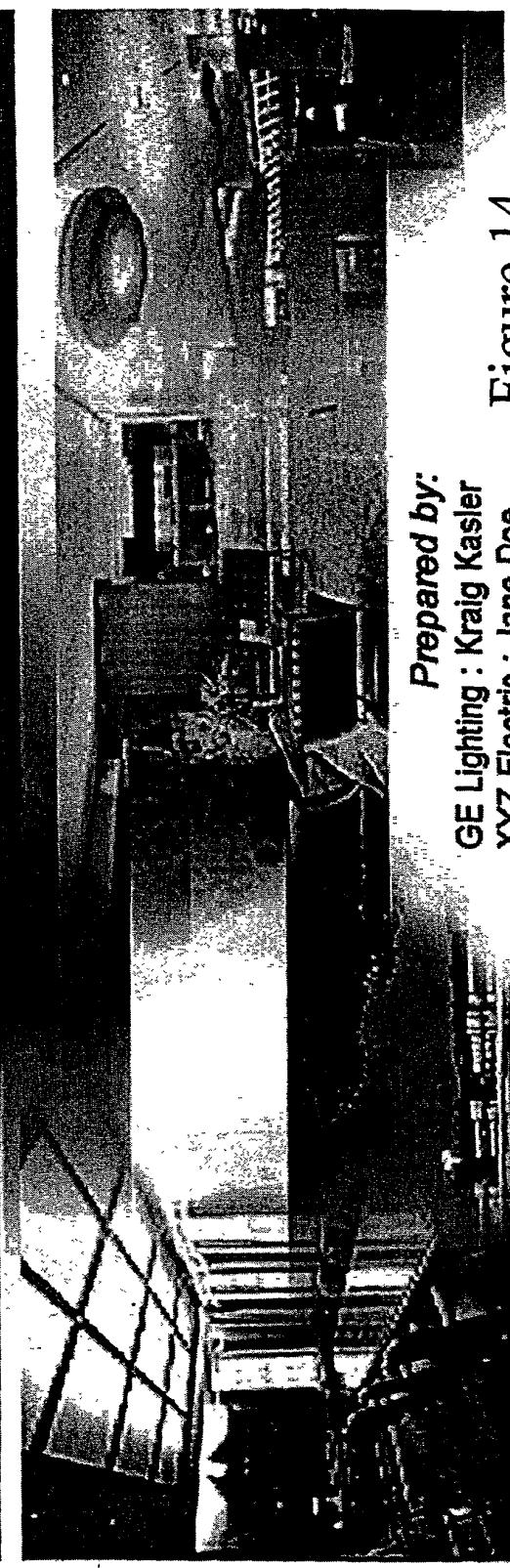
Property Management

Prepared for:

ABC Office Properties

07/15/2001

John Doe
Engineer



Prepared by:

GE Lighting : Kraig Kasper
XYZ Electric : Jane Doe

Figure 14

Product Recommendations

GE Lighting

130 Existing Product: 8' T8 Fluorescent

132 Recommendation: 8' T8 Fluorescent

Property Management



• XL lamps last up to 25% longer than standard T8 lamps.

• Lower lamp replacement and labor cost.

• Enhanced color rendering - the best in the industry.

• More light over life - 95% lumen maintenance.

Linear Fluorescent

	Hours of Lamp Life	0	10,000	20,000	30,000
4-Foot Fluorescent	Standard	10,000	10,000	10,000	10,000
Starcare® XL	Standard	10,000	12,500	15,000	17,500
Ecolux® XL	Standard	10,000	12,500	15,000	17,500
2- and 3-Foot Fluorescent	Standard	10,000	10,000	10,000	10,000
Starcare® XL	Standard	10,000	12,500	15,000	17,500

Benefits:

Tenant Satisfaction - Longer life means fewer tenant requests for service. Avoid the workplace disruption of maintenance personnel replacing lamps.

Labor / Productivity - Longer life means less time spent replacing lamps - releasing maintenance personnel's time for more critical building systems and tenant service issues.

Safety & Security - Reduce the number of dark areas on a property, a potential safety hazard to tenants, by converting to longer life lamps.

Figure 15

FIGURE 16

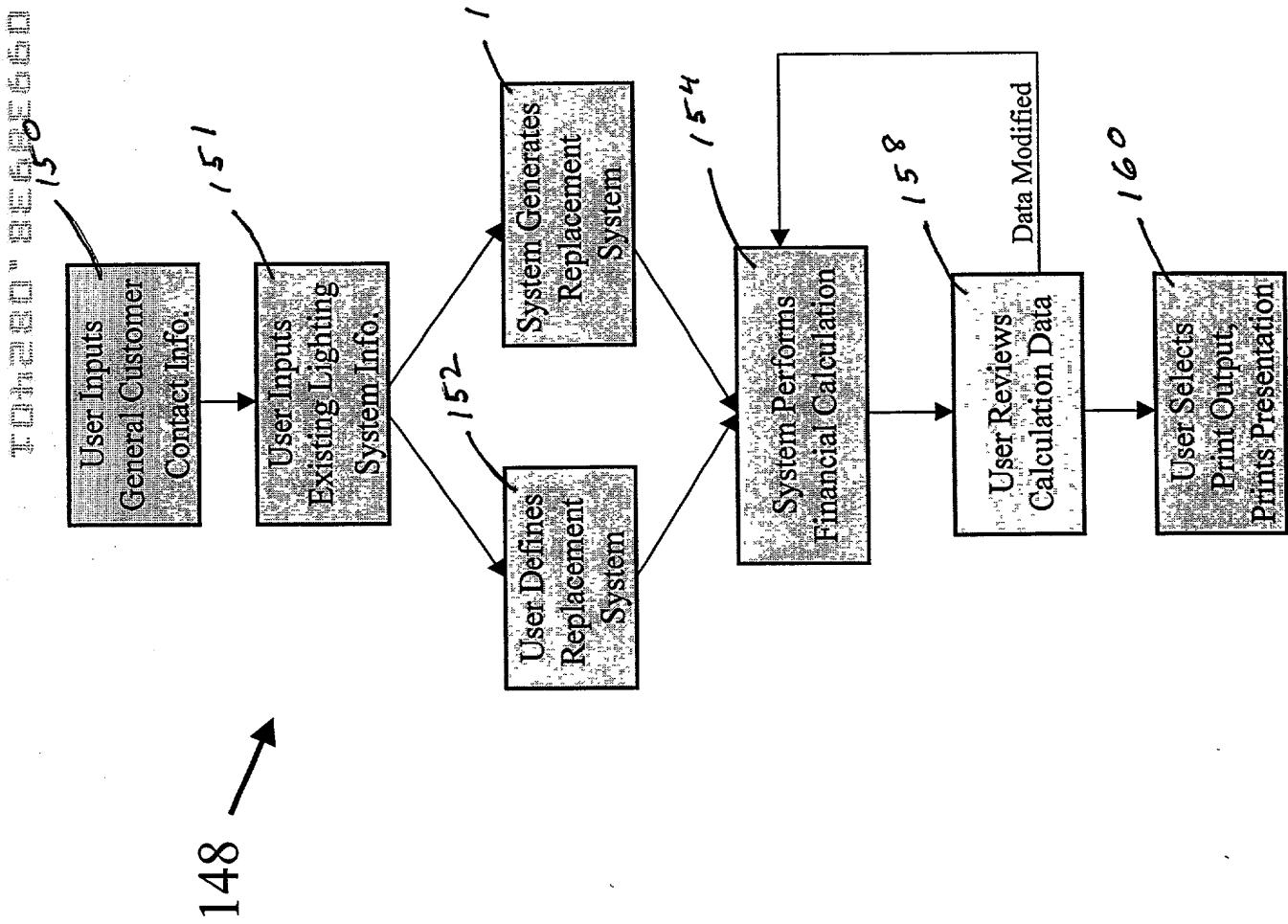
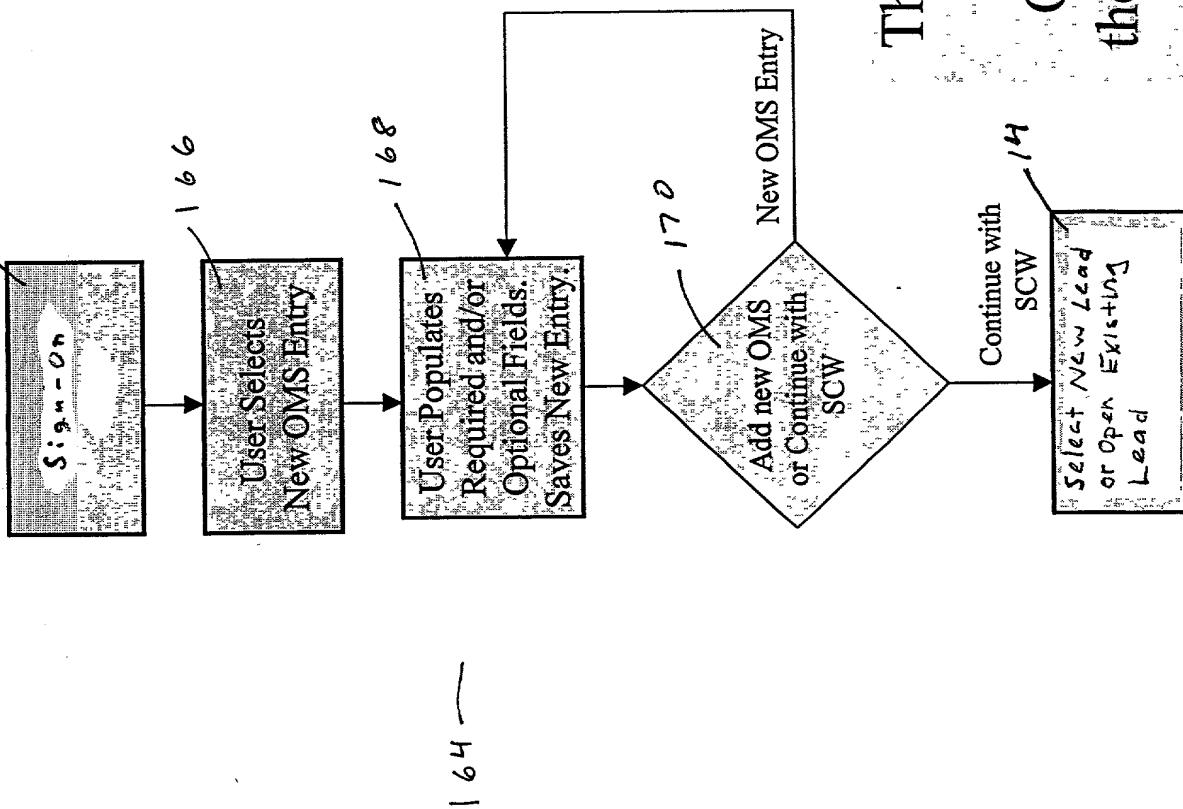
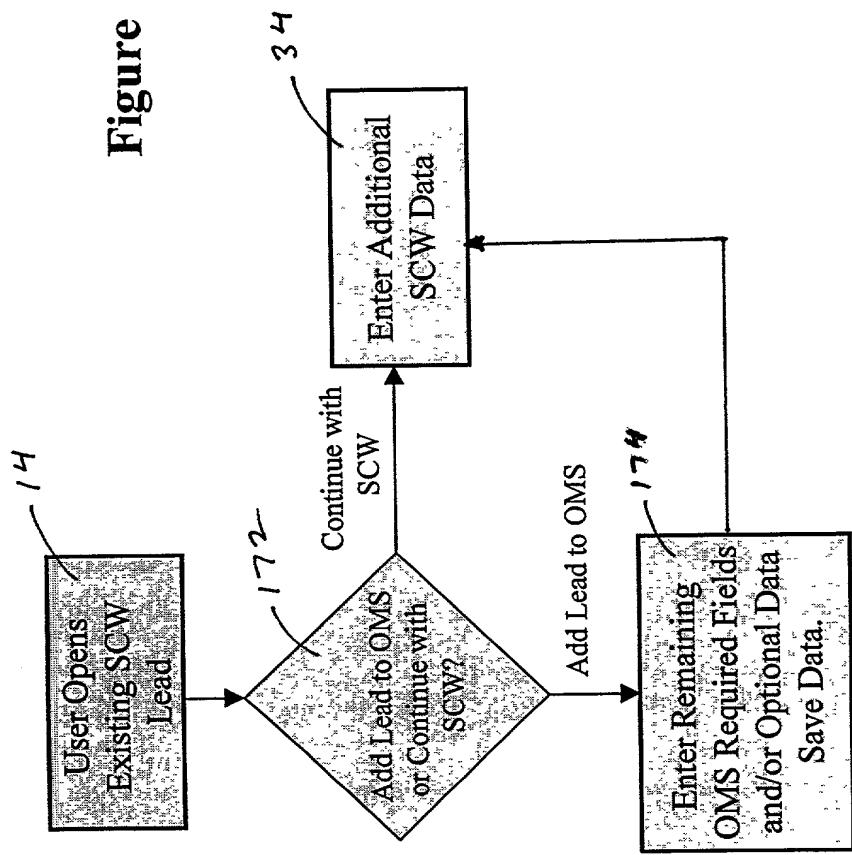


Figure 17



This diagram illustrates the beginning in OMS, Entering Data, then moving on to SCW or new OMS Entry

Figure 18



This diagram illustrates opening existing SCW Lead, then adding Lead to OMS or continue with SCW

19

Figure

14

176

User Begins New Lead in SCW

25

Enter Additional SCW Data

Continue with SCW

176

Add Lead to OMS or Continue with SCW?

Add Lead to OMS

178

Enter Remaining OMS Required Fields and/or Optional Data

This diagram illustrates the beginning in SCW, then adding Lead to OMS or continue with SCW

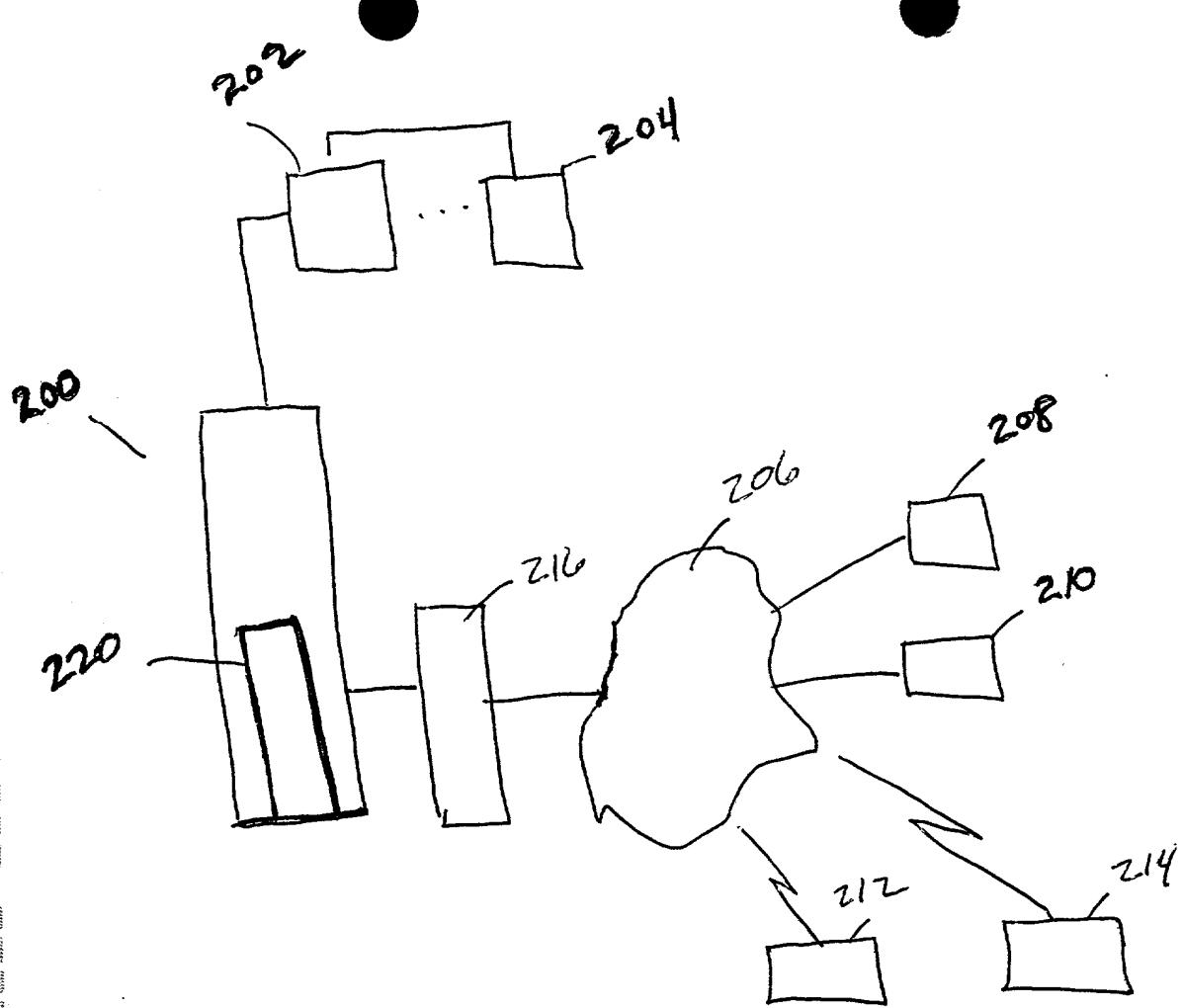


FIGURE 20